



BEHR - MANNING

C O R P O R A T I O N
A DIVISION OF NORTON COMPANY

Abrasive Paper and Cloth
Oil Stones - Abrasive Specialties - Kork-O-Tan Rug Holder

TROY, NEW YORK
October 10, 1935

NORTON ABRASIVES

Announcement of
New Catalog, New Name, New Packages, New Products, New Prices and Discounts
Effective October 10th, 1935

With the issuance of the enclosed Catalog No. 17 we adopt a New Name for our line of Oilstones and Abrasive Specialties, as shown above — "NORTON ABRASIVES".

New Packages, Displays and Labels

The entire line has been re-packaged and new counter displays have been created. For ease of handling a distinctive color or color combination has been given to each basic kind of product: "India"-Brown; "Hard Arkansas"-Green; "Crystolon"-Bright Red.

New Line: Crystolon Bench Stones and Slips

This line of factory-saturated Silicon Carbide, Vitrified stones has been added to satisfy those buyers who have a call for this class of product. These stones may be used "dry" (as received) or with oil.

Prices and Discounts

Also enclosed and applying to list prices shown in this catalog, some of which are revised, is new discount schedule:

Schedule "T" — Our discounts to you.

Additional catalogs and discount schedules will be gladly sent to you upon request.

September "Triangle"

Thirty-two thousand copies of this issue, featuring in full colors the principal lines and new displays, are being mailed and additional copies will be gladly furnished.

BEHR-MANNING

NORTON ABRASIVES